

# Core Data Set (Summary)

## Terminology to understand

Term Used	Meaning
Online Data	Data that has been acquired through online sources and publishers
Offline Data	Data that has been acquired via offline sources such as real estate databases, finance databases.
Skip Trace	Data has been matched to multiple sources (offline and online) to determine it's accuracy
Skip Scraped	Combining skip tracing data with scraping to not only cross check different databases. We also check latest online sources.
B2C	Business to Consumer - This is personal consumer data.
B2B	Business to Business - This is business data and not personal
B2B2C	Business to Business to Consumer - This is business data that has been matched on a personal level to ensure greater accuracy.
Co-reg	Co-reg means 'co-registration' - this is data which has been obtained from publishers across certain verticals. This is opt-in data.

## Explanation of Fields

Field	Description
FIRST_NAME	First name from online coreg
LAST_NAME	Last name from online coreg
SHA256_PERSONAL_EMAIL	Sha256 encrypted email (most recent)
PERSONAL_EMAIL	Personal email from the sha256
PERSONAL_EMAIL_VALIDATION_STATUS	Validation signal of personal email
PERSONAL_EMAIL_LAST_SEEN	When the personal email was last seen by an ESP
SKIPTRACE_MATCH_BY	The fields we used to skip trace the online data with offline data to be more accurate
SKIPTRACE_PERSON_TITLE_OF_RESPECT	The title of the prospect
SKIPTRACE_NAME	Full name of the prospect offline data
SKIPTRACE_ADDRESS	Address of the prospect offline data
SKIPTRACE_CITY	City of prospect offline data
SKIPTRACE_STATE	State of prospect offline data
SKIPTRACE_ZIP	ZIP of prospect offline data
SKIPTRACE_LANDLINE_NUMBERS	Landline (home phone) of prospect offline data
SKIPTRACE_WIRELESS_NUMBERS	The wireless (mobile) phone of prospect offline data
DNC	National Do Not Call Registry tag
SKIPTRACE_B2B_MATCH_BY	Fields used to take the B2B data then skip trace it against

	more information via online/offline
COMPANY_NAME	Company name the prospect is associated with
COMPANY_DOMAIN	Company domain of the company
COMPANY_DESCRIPTION	AI generated description of the company and what they do
BUSINESS_EMAIL	Business email of the prospect
BUSINESS_EMAIL_VALIDATION_STATUS	Business email validation status and whether they have email signals
BUSINESS_EMAIL_LAST_SEEN	When the business email last had a signal via ESP
SKIPTRACE_B2B_ADDRESS	The business address which has been skip traced from another dataset
SKIPTRACE_B2B_LANDLINE_PHONE	The business landline that has been skip traced from another dataset
SKIPTRACE_B2B_WIRELESS_PHONE	The wireless phone (mobile) which has been skip traced from another dataset
SKIPTRACE_B2B_SOURCE	The source of where we obtained the additional business info
SKIPTRACE_B2B_WEBSITE	The business website (usually the root domain)
LINKEDIN_URL	Linkedin URL of the prospect